### Paper Title: Introduction to Export Logistics

**Code: FTM-501**

**Total Number of Lectures Allocated: 45**

**Credit: 3 Time: 3 Lecture Hours/Week**

**Objective:**

The course attempts to equip the students with the knowledge of the various functional aspects involved in physical distribution of goods in international markets.

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| **Unit** | **Contents** | **Lectures** |
| **I** | **Introduction to Marketing Logistics system:**  Concept, Objective, Importance, Logistic Tasks  Strategic Logistics planning: important concepts-Cost trade off, Total cost concept, Total system concept. | **09** |
| **II** | **Inland Transport:**  Road, Rail ,water, Air Transport  Warehousing: Concept, Functions, Warehousing in India, Warehousing Corporation | **09** |
| **III** | **International Transport System:**  Air transport-Air Authority of India, Air services in India, advantages and problems.  Ocean Transport-Significance, Types of ships, liners and Tramps, advantages and problems thereof. | **09** |
| **IV** | **Multi modalisation:**  Concept, advantages and disadvantages of containerization, Inter modalism and multi modalism. | **09** |
| **V** | **Indian shipping:**  Importance, Features of Indian shipping policy and problems. | **09** |

**Essential Readings:**

1. IGNOU International Logistics Module.
2. Francis Cherunilam: International Business.

**Reference Books:**

1. P. Subba Rao : International Business.
2. Thakur & Mishra : International Business.
3. Varshney R.L. and Bhattacharya: International Marketing Management.